



VIV SELECT CHINA 2026 (Shanghai)

August 19-21, 2026 | Shanghai World Expo Exhibition & Convention Center

VIV Select China moves to Shanghai for the 2026 edition

Following the remarkable success of VIV SELECT CHINA 2025 in Nanjing, the premier livestock industry exhibition is making a strategic move to Shanghai for its 2026 edition, signaling a new chapter of expanded global reach and enhanced industry connectivity.

VIV SELECT CHINA 2025 (Nanjing) took place September 10–12 at the Nanjing International Expo Center (Jianye District). This edition featured 485 leading exhibitors from the Netherlands, Germany, Brazil, the United States, Canada, Spain, Turkey, Vietnam, Thailand, India, Malaysia, and other key markets, showcasing over 30,000 m² of exhibition space.

Nearly 30 leading enterprises—among them Nxin Digital Intelligence, Yukou, Xingyi, China Animal Husbandry, Sunhy, Tecon, Zhejiang Medicine, Eppen, Hengyin, Sunson, Jinxiang, Unisplendour, Wanhua Chemical, and Lukang—returned with their latest innovations.

Visitor registrations covered 108 countries and regions and totaled to 16,863, of which 2,357 were international attendees. The event also welcomed more than 2,000 conference attendees and 400+ industry leaders, as well as 10 domestic and international industry organizations that attended as delegations, bringing together global livestock elites in Nanjing for this landmark industry event.

Building on this tremendous success, show organizers VNU Europe and Globus Events have officially announced that VIV SELECT CHINA 2026 (Shanghai) will be held in Hall 1 of the Shanghai World Expo Exhibition & Convention Center, running August 19–21, 2026. It will carry the theme "Connecting the Globe, Building a One-Stop Livestock Trade Platform" and will fully leverage its global resources and strong influence to drive the comprehensive strategy in the country.

Jeroen van Hooff, Royal Dutch Jaarbeurs President & CEO said, "Bringing VIV Select China to Shanghai is a natural step forward. Across the VIV portfolio, we choose key cities that serve as gateways for their regions: Bangkok for Asia, Abu Dhabi for the Middle East, New Delhi for India, Utrecht in the Netherlands for Europe. Shanghai now takes its place on our map.

Shanghai is not only a global hub for business, but also a place where international and Chinese markets meet every day. By moving the show here, we are giving our partners and exhibitors the best stage to connect, exchange ideas, and grow together. It's about creating the right setting for international collaboration, and Shanghai offers exactly that."



VIV SELECT CHINA 2026 (Shanghai)

August 19-21, 2026 | Shanghai World Expo Exhibition & Convention Center

Edwin Tan, CEO of Globus Events, remarked, “VIV Select China has always been committed to serving as a platform for Sino-foreign cooperation in the livestock industry—helping Chinese livestock enterprises go global while supporting overseas companies in establishing themselves in the Chinese market. The relocation of VIV Select China 2026 back to Shanghai marks a milestone, taking the platform’s internationalization to a new height. As an international business hub, Shanghai enables VIV Select China to better fulfill VIV Worldwide’s mission of integrating industry resources and to further promote the deep integration of China’s livestock technologies with global markets.”

Since entering China in 2000, VIV Select China has remained committed to professionalism, efficiency, and openness. International visitor numbers have risen sharply (by over 50% annually) and set a new record for global participation in 2025. Moving to Shanghai in 2026 not only signifies an extensive upgrade in scale and influence, but also establishes a core hub bridging China's livestock industry with world markets.

Natalie Taylor, VIV Select China Project Manager shared, “What impressed me most at VIV Select China was the energy on the floor. You could see both local and international exhibitors sitting down with professional attendees and decision makers, having the kind of conversations that open doors to real business. It wasn’t just about showing products, it was about making those connections. And now, with the move to Shanghai, the centre of China’s business world, this exchange will only become stronger, creating even more opportunities for global collaboration. We are all very excited on what comes next!”

Relocating to Shanghai: Strategic Upgrade with a Global Vision

Shanghai, one of China's gateways to the world and a major international trade center, offers unparalleled Asia-Pacific connectivity, mature exhibition infrastructure, and a business-friendly environment. Exhibitors and professional visitors will benefit from more efficient, high-quality matchmaking experiences, enabling Chinese livestock enterprises to seize global opportunities and deepen industry-chain collaboration. Building on Shanghai's metropolitan strengths and the Yangtze River Delta livestock cluster's momentum, the event will witness a comprehensive upgrade in size and content, becoming a central hub for global livestock exchange, trade, and innovation.

The relocation also marks a major leap forward in VIV SELECT CHINA's international reach, branding, and professionalism. Additionally, the organizers’ partnership creates a cross-border collaboration that integrates domestic and international markets. Through an International Livestock Summit, business-matching sessions, and market visits, the show will accelerate adoption of smart-farming technologies, green-feed applications, and manure-to-resource conversion, positioning enterprises to lead in intelligent, intensive development.



VIV SELECT CHINA 2026 (Shanghai)

August 19-21, 2026 | Shanghai World Expo Exhibition & Convention Center

Renewed and Upgraded: Four Highlights Leading Industry Trends

V-AI+ Smart Livestock – Technology Empowering Industry Transformation

A dedicated "V-AI+ Smart Livestock" zone will showcase AI, IoT, and big-data applications in farm management, disease prevention, and precision feeding. Exhibitors will present digitalized swine and poultry systems, intelligent environmental-control solutions, automated wearable devices, AI breeding technologies, and manure-to-biomass energy conversion—driving the industry toward smart, green, low-carbon, and sustainable practices.

Full Industry Chain Coverage – Creating an "International One-Stop" Procurement Hub

The 2026 layout optimizes core sectors—livestock equipment; feed and environmental-protection machinery; feed, raw materials, and additives; animal health and veterinary vaccines; and slaughtering and food processing—linking upstream and downstream resources into a complete feed-to-food loop. Beyond traditional areas, the show spotlights green farming, smart equipment, and low-carbon technologies, offering global buyers precise, efficient, scenario-driven one-stop procurement solutions.

Green and Low-Carbon Technologies – Supporting "Dual Carbon" Goals

In the accelerating drive toward carbon peak and neutrality, the exhibition addresses livestock-sector decarbonization pain points with solutions such as biogas purification, biomethane production, carbon capture, utilization and storage (CCUS), and intelligent energy-saving environmental controls—helping enterprises achieve both environmental and economic gains while advancing a low-carbon, circular industry model.

Expanded International Pavilions – Building Cross-Border Cooperation Bridges

In response to global supply-chain restructuring and regional economic integration, VIV SELECT CHINA 2026 will expand its international pavilions, creating a global platform for transnational technology exchange, business matching, and investment. It will bring in advanced manufacturing technologies and refined management expertise from established European and U.S. markets (e.g., Denmark, the Netherlands, Germany, France, and the United States) while "going global" into Africa, South America, and Belt & Road countries—accelerating Chinese livestock enterprises' integration into international markets.

Yangtze River Delta Synergy: A New Engine for Industrial Collaborative Innovation

As the core driver of Yangtze River Delta integration, Shanghai's dual role as an international and industrial hub will further reinforce the collaborative momentum into VIV SELECT CHINA



VIV SELECT CHINA 2026 (Shanghai)

August 19-21, 2026 | Shanghai World Expo Exhibition & Convention Center

2026 where the show organizers will engage the regional livestock ecosystem through a "field visits + policy dialogue + technology co-creation" model. This fosters cross-regional cooperation among enterprises, research institutions, and government bodies in Jiangsu, Zhejiang, and Anhui to explore a "Yangtze River Delta model" for efficient industry-chain collaboration and optimized resource allocation.

Co-located with Pet Fair Asia – Dual Exhibitions, Mutual Empowerment

From August 19–21, 2026, VIV SELECT CHINA (Shanghai) will run alongside Pet Fair Asia (August 19–23). Organized by the same host, the two venues lie just 15 minutes apart, with complimentary shuttle buses to ensure seamless access to the full livestock and pet industry chains. The events will also feature world-class conferences on animal disease prevention and treatment, covering common and cutting-edge topics for large and small animals, and host interactive exchange programs for students and professionals from agricultural and veterinary institutions. With three core strengths—full industry-chain coverage, international resource integration, and a tailored service ecosystem—the dual exhibitions will build an efficient bridge between the livestock and pet sectors.

Join Us: Seize Market Opportunities and Gain a Head Start!

Act now and build the future together! VIV SELECT CHINA 2026 is open for booth reservations. Companies registering before October 12, 2025 will enjoy early-bird discounts and priority booth selection; on-site bookings at the September 10–12, 2025 Nanjing show receive additional exclusive benefits.

From Nanjing to Shanghai, the stage may change, but VIV SELECT CHINA's mission to drive livestock-industry innovation remains unwavering. Whether you are an industry leader, technology provider, global buyer, or association representative, VIV SELECT CHINA 2026 will open the golden gateway to global resources and market leadership.

About VIV worldwide | VIV worldwide is the business network linking professionals from Feed to Food, offering boundless opportunities to the animal protein supply chain players. VIV worldwide developed with dedication a network through 40 years of experience and interactions with the industry, becoming today the leading platform in and for some of the most promising markets of the world. Visit www.viv.net.

About VNU Europe | VNU Europe is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and only 30 minutes from Amsterdam.

The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly involved in the agrifood sector, focusing on the organization of



VIV SELECT CHINA 2026 (Shanghai)

August 19-21, 2026 | Shanghai World Expo Exhibition & Convention Center

worldwide industry events such as VIV, AgriBITs and Horti Agri Next. For more information, visit www.vnueurope.com

About Globus Events | GLOBUS Events (formerly known as VNU Exhibitions Asia) is one of the first exhibition organizers to establish its presence in China and has been a leader in the industry for over three decades. Through the commitment of a team of 150 professional employees, it organizes over 20 local and international leading exhibitions and conferences each year, in a total exhibiting space of over 1,000,000 sqm. Headquartered in Shanghai, it has operations in different cities across China and abroad, such as Bangkok, Beijing, Guangzhou, Shenzhen, etc. The company is a member of the Global Association of the Exhibition Industry (UFI) and "Level A Qualification Unit" of the Shanghai Convention & Exhibition Industries Association (SCEIA). In February 2024, GLOBUS Events became part of Advent International portfolio, one of the world's largest private equity investors. For more information, visit www.globusevents.com

Press contact:

Ms. Carolyn Hu, Marketing Manager at VIV Select China, carolyn.hu@globusevents.com

Mrs. Lida Kokkini, Senior Marcom Manager at VIV worldwide, lida@vnueurope.com